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ABSTRACT

During the 1982-83 academic year, Brookdale Community College (BCC) conducted a survey of high school students in Monmouth County to gather information concerning students' educational goals, degree plans, college choice, knowledge about BCC, and personal characteristics. Of the 24 high schools receiving questionnaires, 19 distributed and collected surveys in a randomly selected homeroom. Of the 712 responding students, 98% were high school seniors, 56.8% were females, 81.7% were white, and 9.6% were black. The study demonstrated that: (1) 76.5% of the respondents planned to attend college; (2) 81.9% had talked to their parents and relatives about going to college, 73.6% had talked to a high school counselor, and 61.8% had talked to friends; (3) 64.2% indicated their main educational goal to be to acquire knowledge and skills directly applicable to their future jobs; (4) over 50% of the respondents indicated that variety of courses, cost, and major or program of study would be important in their selection of a college; and (5) 97.4% of the students knew about BCC prior to the survey and 57.4% had a favorable or very favorable impression of the school. Based on study findings, a series of recommendations were made concerning outreach and recruitment, e.g., that informational programs be directed toward parents, that current students and alumni be used in admissions programming, and that programs be developed to bring more high school students to campus. The questionnaire is appended. (LL)

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ED233772

REPORT OF RESULTS

OF

BROOKDALE COMMUNITY COLLEGE HIGH SCHOOL SURVEY

Research and Development Office
Brookdale Community College
Lincroft, New Jersey

June 30, 1983

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I. INTRODUCTION

The concept of a survey of high school students' attitudes about Brookdale Community College was first proposed by the Community Needs Analysis Advisory Committee in July 1981. The need for a survey of high school student's attitudes was confirmed by the 12,000 responses received from the survey of Monmouth County citizens conducted in the Winter Term of 1982. An analysis of the results to the Citizens' Survey revealed that county residents eighteen years or younger were less knowledgeable about and less supportive of Brookdale than citizens over eighteen.

In its final report, issued the Summer of 1982, the Community Needs Analysis Advisory Committee suggested that a survey of high school student attitudes be conducted during the 1982-83 academic year. An ad hoc committee of the Dean of Student Development, the Director of Academic Support Services, and the Research and Development Officer developed a proposed high school student survey in the late Summer and early Fall of 1982.

The draft survey was shared with the County Superintendent of Schools who then solicited and received support for the survey from the Superintendent's Round Table. In late Fall 1982 and early Winter 1983 permission was solicited and received from every public high school in Monmouth County to survey a random group of high school seniors in the high schools. The College's correspondence with Superintendents, Principals, and Guidance Directors is included in this report as Appendix A.

II. METHODOLOGY

The final surveys (Appendix B) were distributed to 24 high schools the week of January 24, 1983. The high school principals were asked to distribute and collect the surveys in any randomly selected homeroom.

Nineteen high schools returned surveys to the Research and Development Office. The responses were then coded and sent to the College Computer Center for keypunching. The results were tabulated with the assistance of an SPSS program that analyzed responses by sex and ethnicity. A Chi Square test was applied to all responses by sex and ethnicity and a .05 level of significance was determined to be necessary for results to be significant.

Preliminary results were shared by the Dean of Student Development with the Monmouth County Guidance Association on May 10, 1983.

III. RESULTS

The demographics of the respondents can be summarized as follows: 98 percent of the 712 respondents were high school seniors. Females comprised 56.8 percent of the respondents, males 43.2 percent. In terms of ethnicity, 81.7 percent of the respondents were White, 9.6 percent Black, 2.3 percent Hispanic, and 1.1 percent Asian. The remaining respondents classified themselves as Other, including American Indian.

The aggregate responses are reported in the order that the questions appeared on the survey instrument. In addition to the raw data, comparable responses by sex and ethnicity are reported only if they were found to be statistically significant.

Question	Number of Responses	Percent
A. Do you plan to attend college upon completion of high school?		
1. Yes	539	76.5
2. No	81	11.5
3. Undecided	85	12.1
B. Which of the following have you talked with about going to college?		
1. I have not talked with anyone	45	6.3
2. Parents and relatives	583	81.9
3. High school counselor	524	73.6
4. High school teacher	269	37.8
5. Brookdale staff member	29	4.1
6. Brookdale Admissions representative	27	3.8
7. Brookdale students	110	15.4
8. Friends	440	61.8
7. Other	57	8.0
C. What is your main educational goal?		
1. To obtain a broad liberal education	96	13.5
2. To acquire knowledge and skills directly applicable to my future job	457	64.2
3. To go to graduate/professional school	93	13.1
4. Other	40	5.6

Blacks and Asians chose the "Skills for the Future" response in statistically significant greater numbers than other ethnic categories.

Question	Number of Responses	Percent
The percentages of each ethnic category selecting the response were as follows:		
Black 75.4%		
Asian 71.4%		
White 65.8%		
Hispanic 64.3%		
D. What college degree do you want to earn?		
1. One year or less program	28	3.9
2. Two-year degree (offered by community and junior colleges)	142	19.9
3. Four-year degree (offered by 4-year colleges - state university, state college, private college)	387	54.4
4. Graduate degree (offered by graduate schools)	77	10.8
5. None	61	8.6
E. What are the reasons you would choose a college or university?		
1. Quality of faculty	323	45.4
2. Variety of courses	438	61.5
3. Cost	368	51.7
4. Major or program of study	456	64.0
5. Convenience of location	287	40.3
6. Live away from home	220	30.9
7. Adequacy and attractiveness of campus	274	38.5
8. Social life	303	42.6
9. Athletic programs	178	25.0
10. Financial aid	233	32.7
11. Friends go there	93	13.1
12. Other	35	4.9

Question	Number of Responses	Percent
F. Did you know about Brookdale Community College before this survey?		
1. Yes	680	97.4
2. No	18	2.6
G. Which of the following has provided you with information concerning Brookdale Community College?		
1. I have received no information about Brookdale Community College	143	20.1
2. Members of my family	246	34.6
3. Friends not attending Brookdale	78	11.0
4. Friends attending or previously enrolled at Brookdale	326	45.8
5. High school teachers	111	15.6
6. High school counselors	258	36.2
7. Brookdale Admissions representative	76	10.7
8. Brookdale faculty and staff	44	6.2
9. Publications mailed to my home	234	32.9
10. Publications available at my high school	154	21.6
11. Personal visit to Brookdale	119	16.7
12. Other	21	2.9

Question	Number of Responses	Percent
H. Brookdale offers several types of educational programs. Please check each program area you were aware of before reading this survey.		
1. Skills training and upgrading program	175	24.6
2. College transfer courses and programs	337	47.3
3. Career and occupational courses and programs	333	46.8
4. Community service programs	127	17.8
5. Basic educational skills in reading, writing and math	242	34.0
6. Was not aware of these programs	143	20.1
I. Brookdale offers educational programs in several ways. Please check each way you were aware of before reading this survey.		
1. Day courses	564	79.2
2. Evening courses	498	69.9
3. Weekend courses	246	34.6
4. Radio courses	101	14.2
5. Newspaper courses	49	6.9
6. Television courses	75	10.5
7. Off-campus courses	92	12.9
8. Was not aware of these various ways	78	11.0
J. Are you aware that seniors, with the approval of their high school, may enroll in a course at Brookdale Community College before they graduate from high school? (Fast-Start Program)		
1. Yes	471	70.1
2. No	201	29.9

Question	Number of Responses	Percent
K. Are you aware that you can transfer from Brookdale to a four-year college?		
1. Yes	597	88.6
2. No	75	11.1
L. In what grade are you currently enrolled?		
1. Senior	664	97.9
2. Junior	8	1.2
3. Sophomore	5	0.7
4. Freshman	1	0.1
M. What is your current overall grade average?		
1. A	84	12.4
2. B	364	53.7
3. C	218	32.2
4. D	12	1.8
N. What is your gender?		
1. Female	367	56.1
2. Male	278	42.5
O. Which of the following ethnic groups best describes you?		
1. American Indian or Alaskan native	22	3.3
2. Asian or Pacific Islander	7	1.1
3. Black	64	9.6
4. Hispanic (of Spanish origin)	15	2.3
5. White or Anglo	544	81.7
6. Other	14	2.1

Question	Number of Responses	Percent
P. Have you ever been on the Brookdale campus?		
1. Yes	447	67.6
2. No	214	32.4
Q. If you have been on the Brookdale campus, for what purpose?		
1. A credit course	25	3.5
2. A non-credit course	23	3.2
3. An athletic event	135	19.0
4. A play, concert or lecture	99	13.9
5. A tour with your high school	64	9.0
6. A visit by you with your family	101	14.2
7. Summer athletic or educational activity	71	10.0
8. Other	140	19.7
R. Have any members of your family ever attended Brookdale?		
1. Yes	307	45.4
2. No	368	54.4
S. What is your impression of Brookdale Community College?		
1. Very favorable	79	11.8
2. Favorable	305	45.6
3. No opinion	231	34.5
4. Unfavorable	36	5.4
5. Very unfavorable	18	2.7

IV. INTERPRETATIONS AND MAJOR RECOMMENDATIONS

The results of the high school survey may have profound significance for Brookdale as it works to achieve its announced goal of improving the percentage of recent high school graduates enrolling each term.

Three statistics stand out as being very important to the College as it plans its marketing program. First, virtually all high school seniors know about Brookdale. Second, three quarters of high school seniors plan to go on to College. Third, high school seniors with favorable attitudes towards Brookdale outnumber those with negative attitudes by 7 to 1.

Interpretation of other significant data and corresponding recommendations are presented below:

Interpretation	Recommendation
1. High school students talk more often to parents about going to college.	1. Communication programs should be designed to inform parents about Brookdale's opportunities for their children.
2. Among high school students, current and former Brookdale students are the most frequently cited source of information about Brookdale. In addition, nearly half of the high school seniors report that family members have already attended Brookdale.	2. Current students and alumni should be utilized in admissions programming.
3. Two thirds of high school seniors have been on the Brookdale campus.	3. Programs should be encouraged that bring up to 90 percent of the high school students to the campus.
4. A significant number of high school seniors, 34.5 percent, have no opinion about Brookdale.	4. Programming should be developed that changes the "no opinion" students to "favorable" students.

Interpretation	Recommendation
5. Too few minorities participated in the survey to draw conclusions as to their attitudes about Brookdale.	5. Different research methods should be utilized to ascertain the opinions of minority high school students.

BROOKDALE COMMUNITY COLLEGE

Office of the President

County College of Monmouth

Newman Springs Road
Lincroft, New Jersey 07738
Phone (201) 842-1900

January 24, 1983

Dear High School Principal:

We at Brookdale are pleased at your willingness to participate in our survey of high school students.

Enclosed are forty survey forms which may be given to a senior homeroom. Please return the completed forms in the attached envelope.

We would like to have the surveys returned by February 18, if possible.

If you have any questions, please call me or Susan Juba at 842-1900, extension 258.

Sincerely,

Jerry Ryan
Research and Development Officer

JR:js

BROOKDALE

BROOKDALE COMMUNITY COLLEGE HIGH SCHOOL SURVEY

Thank you for taking the time to complete this survey thoughtfully.

DO NOT USE

A1. ___ 1
A1. ___ 2

A. Do you plan to attend college upon completion of high school?

☐ 1. Yes
☐ 2. No
☐ 3. Undecided

DO NOT USE
A1. ___ 3

B. Which of the following have you talked with about going to college? (Check all that apply.)

B2. ___ 1
B3. ___ 1
B4. ___ 1
B5. ___ 1
B6. ___ 1

☐ 1. I have not talked with anyone
☐ 2. Parents and relatives
☐ 3. High school counselor
☐ 4. High school teacher
☐ 5. Brookdale staff member
☐ 6. Brookdale Admissions representative
☐ 7. Brookdale students
☐ 8. Friends
☐ 9. Other (specify) _____

B7. ___ 1
B8. ___ 1
B9. ___ 1
B10. ___ 1

C. What is your main educational goal?

C11. ___ 1
C11. ___ 2

☐ 1. To obtain a broad liberal education
☐ 2. To acquire knowledge and skills directly applicable to my future job
☐ 3. To go to graduate/professional school
☐ 4. Other (specify) _____

C11. ___ 3
C11. ___ 4

D. What college degree do you want to earn?

D12. ___ 1
D12. ___ 2
D12. ___ 3

☐ 1. One year or less program
☐ 2. Two-year degree (offered by community and junior colleges)
☐ 3. Four-year degree (offered by 4-year colleges as state university, state college, private college)
☐ 4. Graduate degree (offered by graduate schools)
☐ 5. None

D12. ___ 4
D12. ___ 5

E. What are the reasons you would choose a college or university? (Check all that apply.)

E13. ___ 1
E14. ___ 1
E15. ___ 1
E16. ___ 1
E17. ___ 1
E18. ___ 1

☐ 1. Quality of faculty
☐ 2. Variety of courses
☐ 3. Cost
☐ 4. Major or programs of study
☐ 5. Convenience of location
☐ 6. Live away from home
☐ 7. Adequacy and attractiveness of campus
☐ 8. Social life
☐ 9. Athletic programs
☐ 10. Financial aid
☐ 11. Friends go there
☐ 12. Other _____

E19. ___ 1
E20. ___ 1
E21. ___ 1
E22. ___ 1
E23. ___ 1
E24. ___ 1

F. Did you know about Brookdale Community College before this survey?

F25. ___ 1

☐ 1. Yes
☐ 2. No

F25. ___ 2

G. Which of the following has provided you with information concerning Brookdale Community College? (Check all that apply.)

G26. ___ 1
G27. ___ 1
G28. ___ 1
G29. ___ 1
G30. ___ 1
G31. ___ 1

☐ 1. I have received no information about Brookdale Community College
☐ 2. Members of my family
☐ 3. Friends not attending Brookdale
☐ 4. Friends attending or previously enrolled at Brookdale
☐ 5. High school teachers
☐ 6. High school counselors
☐ 7. Brookdale Admissions representatives
☐ 8. Brookdale faculty and staff
☐ 9. Publications mailed to my home
☐ 10. Publications available at my high school
☐ 11. Personal visit to Brookdale
☐ 12. Other (specify) _____

G32. ___ 1
G33. ___ 1
G34. ___ 1
G35. ___ 1
G36. ___ 1
G37. ___ 1

DO NOT USE

H38. ____ 1

H39. ____ 1

H40. ____ 1

H. Brookdale offers several types of educational programs. Please check each program area you were aware of *before reading this survey.*

- ☐ 1. Skills training and upgrading program
- ☐ 2. College transfer courses and programs
- ☐ 3. Career and occupational courses and programs
- ☐ 4. Community service programs
- ☐ 5. Basic educational skills in reading, writing and math
- ☐ 6. Was not aware of these programs

DO NOT USE

H41. ____ 1

H42. ____ 1

H43. ____ 1

I. Brookdale offers educational programs in several ways. Please check each way you were aware of *before reading this survey.*

I44. ____ 1
- ☐ 1. Day courses

I45. ____ 1
- ☐ 2. Evening courses

I46. ____ 1
- ☐ 3. Weekend courses

I47. ____ 1
- ☐ 4. Radio courses
- ☐ 5. Newspaper courses

I48. ____ 1
- ☐ 6. Television courses

I49. ____ 1
- ☐ 7. Off-campus courses

I50. ____ 1
- ☐ 8. Was not aware of these various ways

I51. ____ 1

J. Are you aware that seniors, with the approval of their high school, may enroll in a course at Brookdale Community College before they graduate from high school? (Fast-Start Program)

J52. ____ 1
- ☐ 1. Yes

J52. ____ 2
- ☐ 2. No

K. Are you aware that you can transfer from Brookdale to a four-year college?

K53. ____ 1
- ☐ 1. Yes

K53. ____ 2
- ☐ 2. No

L. In what grade are you currently enrolled?

L54. ____ 1
- ☐ 1. Senior

L54. ____ 2
- ☐ 2. Junior

L54. ____ 3
- ☐ 3. Sophomore

L54. ____ 4
- ☐ 4. Freshman

M. What is your current overall grade average?

M55. ____ 1
- ☐ 1. A

M55. ____ 2
- ☐ 2. B

M55. ____ 3
- ☐ 3. C

M55. ____ 4
- ☐ 4. D

N. What is your gender?

N56. ____ 1
- ☐ 1. Female

N56. ____ 2
- ☐ 2. Male

O. Which of the following ethnic groups best describes you?

O57. ____ 1
- ☐ 1. American Indian or Alaskan native

O57. ____ 2
- ☐ 2. Asian or Pacific Islander

O57. ____ 3
- ☐ 3. Black
- ☐ 4. Hispanic (of Spanish origin)

O57. ____ 4
- ☐ 5. White or Anglo

O57. ____ 5
- ☐ 6. Other (specify) _____

O57. ____ 6

P. Have you ever been on the Brookdale campus?

P58. ____ 1
- ☐ 1. Yes

P58. ____ 2
- ☐ 2. No

Q. If you have been on the Brookdale campus, for what purpose? (Check all that apply.)

Q59. ____ 1
- ☐ 1. A credit course

Q60. ____ 1
- ☐ 2. A non-credit course

Q61. ____ 1
- ☐ 3. An athletic event

Q62. ____ 1
- ☐ 4. A play, concert or lecture

Q63. ____ 1
- ☐ 5. A tour with your high school
- ☐ 6. A visit by you with your family

Q64. ____ 1
- ☐ 7. Summer athletic or educational activity

Q65. ____ 1
- ☐ 8. Other (specify) _____

Q66. ____ 1

R. Have any members of your family ever attended Brookdale?

R67. ____ 1
- ☐ 1. Yes

R67. ____ 2
- ☐ 2. No

S. What is your impression of Brookdale Community College?

S68. ____ 1
- ☐ 1. Very favorable

S68. ____ 2
- ☐ 2. Favorable

S68. ____ 3
- ☐ 3. No opinion
- ☐ 4. Unfavorable

S68. ____ 4
- ☐ 5. Very unfavorable

S68. ____ 5

IF YOU HAVE A FEW MOMENTS, WE WOULD APPRECIATE A BRIEF EXPLANATION OF YOUR ANSWER TO QUESTION S.

_____

_____

_____

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